DEPARTMENT OF HOMELAND SECURITY
United States Coast Guard Auxiliary

United States Coast Guard Auxiliary
Department of Response
Incident Management Division

Auxiliary Incident Management System (AIMS)

Users Guide v2

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Overview

What is the Auxiliary Incident Management System?

The Auxiliary Incident Management System (AIMS) is a Software-as-a-Service (SaaS) web-based Emergency Notification System (ENS) for Auxiliary leadership to rapidly and easily reach members for both routine and emergency communications.

Our ENS vendor, Everbridge, is the leading provider of ENS systems in the world and the platform is deployed in more than 100 countries. The platform is in use by multiple federal, state and local government agencies, including multiple DOD and DHS departments. System security has been fully vetted by the USCG, USCG Auxiliary, DOD and DHS, as well as leading worldwide financial institutes. The system is Oracle based and has an active-active failover architecture operating between four data centers (two in the US and two in Canada).

Accelerate Response

Communication plays a critical role before, during, and following an incident. The Auxiliary Incident Management System (AIMS) provides quick and reliable communication capabilities that rapidly and reliably disseminate critical information and instructions, improve operational effectiveness, and ensure life-safety.

Improve response times and coordination Efforts

Streamline and accelerate member mobilization, deployment, and on-the-ground coordination with efficient and accurate outreach capabilities. One person can communicate with tens, hundreds, or thousands of people anywhere, anytime, and via any communication method, including phone (land line, mobile, and satellite), email, instant messaging, SMS text messaging, fax, BlackBerry, PDA, pager. The AIMS Emergency Notification System automatically cycles through all

specified communication devices, reducing the time it takes to get critical messages to the right people while freeing up staff to manage other critical tasks before, during, and after an incident.

Reduce Risk During Crises

AIMS provides the critical communication infrastructure necessary for responding to both routine and emergency incidents. AIMS significantly minimizes the risk of human error with an automated notification solution that systematically delivers clear, consistent messages to recipients on all communication devices and escalates the message as required. Access AIMS from your desktop, laptop, smart device, or by calling the 24/7 Everbridge Live Operator.

Keep Members on Task

Obsolete phone trees and calling lists divert usable manpower from planning or executing tasks and ties up critical communications infrastructure. AIMS automates deployment of assets, emergency notifications, and standard information dissemination by automating manual processes thereby freeing up staff to focus on more important tasking.

Maximize communication Channels.

AIMS delivers messages across all communication platforms, cycling through communication devices until the message is delivered. AIMS provides two way communications through the polling and quota messaging functionality.

Real Time Reporting

Real-time broadcast results give message senders full visibility into which communications paths are operable and receiving messages and which are not. The robust reporting functionality allows the Chain of Leadership to quickly and easily account for member life-safety as required by the Commandant.

Manage the incident, Automate the process.

Program Management – National & District

National Program Management for AIMS is provided by the Branch Chief – Incident Management Systems (BC-OIS).

The BC-OIS is responsible for the overarching management of the system. Responsibilities include:

1. Acts as the liaison with the vendor.
2. Manages enhancement requests.
3. Provides initial and recurrent training.
4. Acts as system SME.
5. Provides ongoing communication with users concerning system changes, upgrades, functionality, and enhancements.
6. Provides thought leadership on crisis communications and emergency notification practices.

District Program Management is typically provided by a District Staff Officer assigned the task by the District Commodore.

Data Management

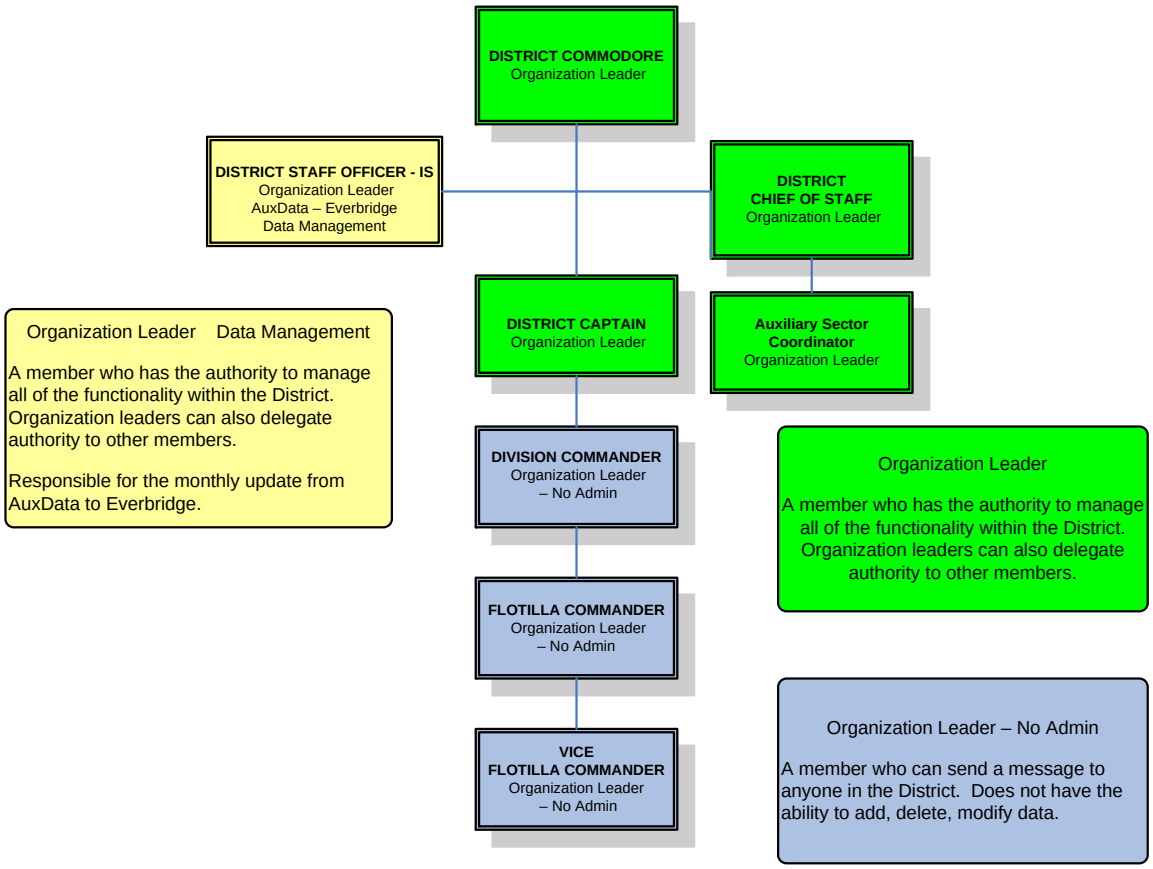
The Information Services (I) Department provides the program that enables download of member data from AUXDATA to AIMS. The Chief Technology Officer (N-CTO) is currently the AIMS program manager for the I Department.

The District is responsible for utilizing this data management tool to update AIMS monthly. This task is typically assigned by the District Commodore to a District Staff Officer, most commonly the DSO-IS.

District Organization

Each USCG Auxiliary District is setup as a stand alone Organization in AIMS. District leadership can view their respective District data, manage District members, and launch messages within their District, but cannot view any other District's information.

The recommended District organization is illustrated below:


DISTRICT COMMODORE
Organization Leader
DISTRICT STAFF OFFICER - IS
Organization Leader
AuxData – Everbridge
Data Management
DISTRICT
CHIEF OF STAFF
Organization Leader
DISTRICT CAPTAIN
Organization Leader
Auxiliary Sector
Coordinator
Organization Leader
DIVISION COMMANDER
Organization Leader
– No Admin
FLOTILLA COMMANDER
Organization Leader
– No Admin
VICE
FLOTILLA COMMANDER
Organization Leader
– No Admin
Organization Leader Data Management
A member who has the authority to manage all of the functionality within the District. Organization leaders can also delegate authority to other members.
Responsible for the monthly update from AuxData to Everbridge.
Organization Leader
A member who has the authority to manage all of the functionality within the District. Organization leaders can also delegate authority to other members.
Organization Leader – No Admin
A member who can send a message to anyone in the District. Does not have the ability to add, delete, modify data.

This District structure allows leadership down to the Flotilla level to send messages using the District filters. This structure also provides data protection by limiting data management access to senior leadership, while making the system viable for use at the District, Division, and Flotilla levels.

District Customizable Default Settings. District leadership can request the default settings be changed through the BC-OIS.

1. Sender Email. Defaulted to USCGAuxAIMS@cgaux.org. District leadership can request a custom email address default.
2. Sender Caller ID. Defaulted to blank. Requires the sender to provide a phone number in order to send the message. District leadership can request a custom phone number default, or the Everbridge default phone number (818.847.2511).
3. Interval Between Delivery Methods. Defaulted to 3 minutes. District leadership can request a custom default from 0 to 3 minutes. The interval can be changed by the sender on an ad hoc basis as a unique messaging scenario might require.
4. Interval Between Cycles. Defaulted to 5 minutes. District leadership can request a custom default from 0 to 60 minutes. The interval can be changed by the sender on an ad hoc basis as a unique messaging scenario might require.

District Message Filters (not customizable). The District Filters remember the question, not the answer. This means that the system applies the rules created to the latest member list downloaded from AUXDATA thus creating a dynamic subset to which the message is sent. This requires no updating or management on the part of the individual. It does require a monthly update of member information from AUXDATA by the district data manager.

The following filters are available to use in sending messages to members:

UDF	Attribute
District	81 (D8CR Examples)
Division	081-04
Flotilla	081-04-04
Sector	(Future Use)
Qualification	Coxswain
	Crew
	Pilot
	Air Crew
	Air Observer
	TCO
	Watchstander
Officer	Flotilla Commander
	Division Commander
	District Captain
	District Commodore
	Flotilla Staff Officer
	Staff Officer
	District Staff Officer
	Auxiliary Sector Coordinator
	District Chief of Staff
	EXCOM

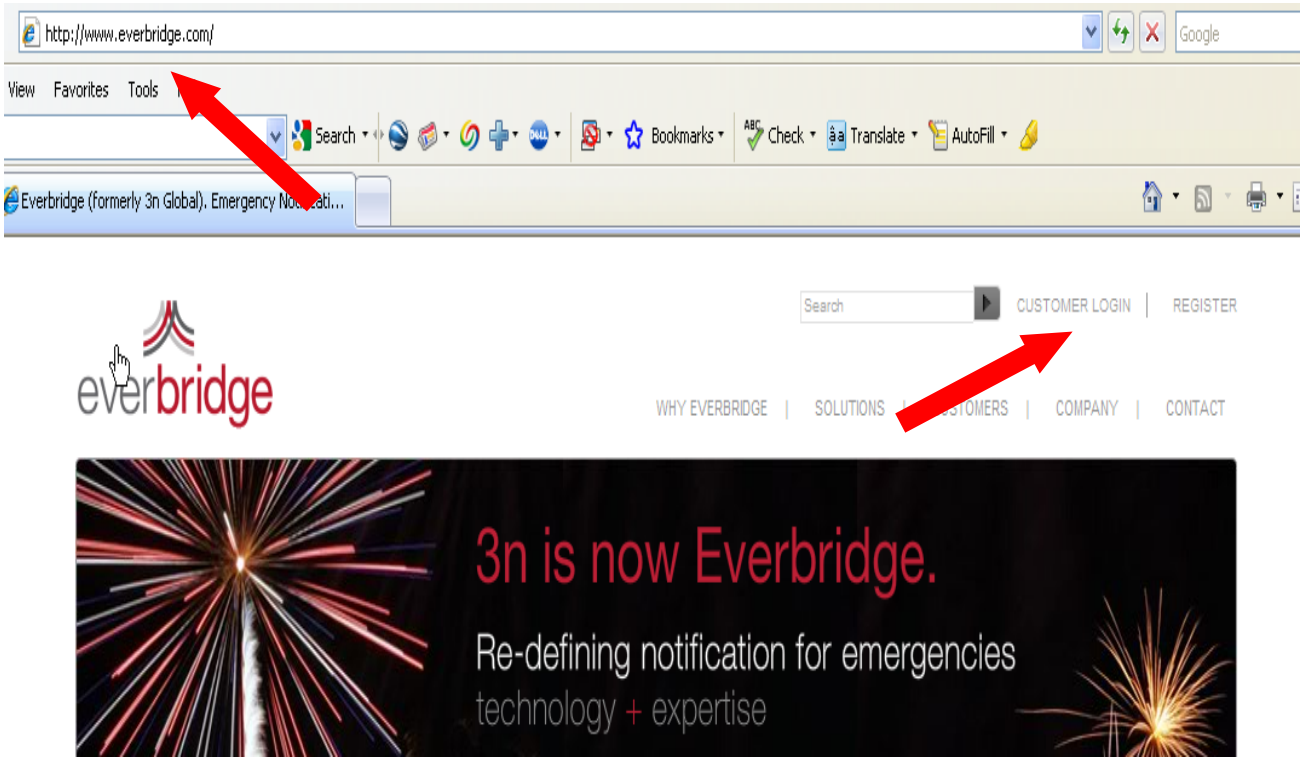
How to Send an Emergency or Standard Message

Messages can be addressed in any combination of three ways:

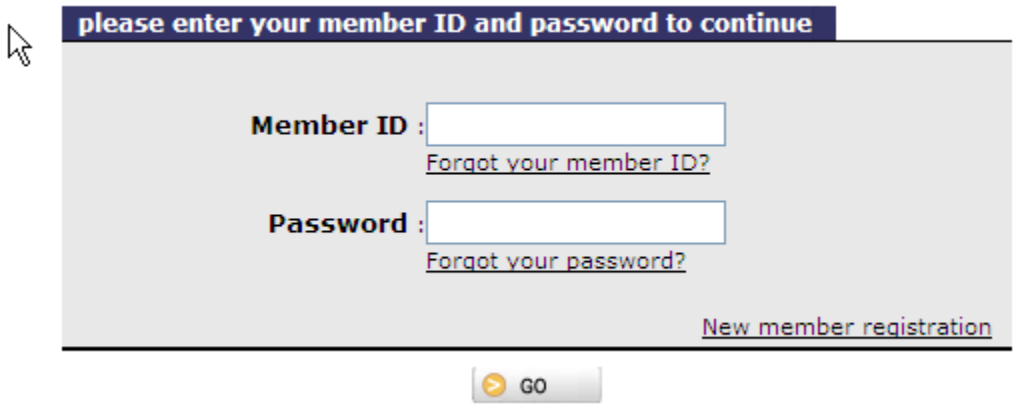
1. Distributed to groups.
2. Distributed to individuals.
3. Distributed using pre-defined filters.
4. Any combination of the 3 methods above.

Step 1 – Go to the Everbridge system at www.Everbridge.com

Note: Instructions on how to launch a message using a smart device or Everbridge Live Operator are contained in the online help menus within the Everbridge system. See the online help menu for the latest information on how to use this functionality.



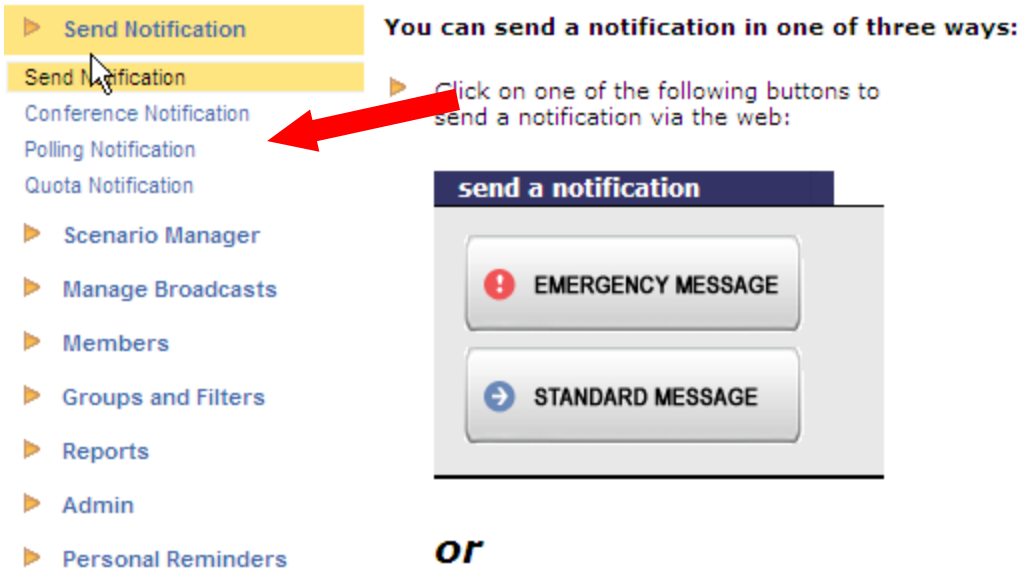
Step 2 – Log in using your Everbridge member ID and password.



Step 3 – Click on your Organization.

You will only see this screen if you have access to multiple Organizations. Otherwise you will be taken directly to Step 4 below.

Step 4 – Select the type of notification.



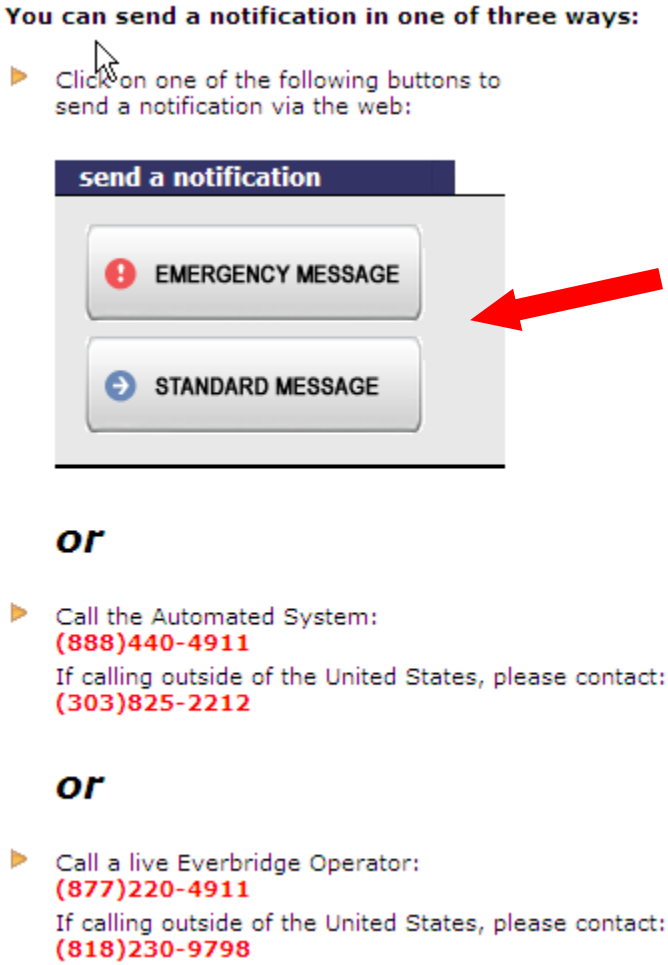
You may select from 3 types of notifications. Messages can be either ad-hoc or from the District message map library.

1. Send Notification – Emergency or Standard.
2. Conference – Note USCG Aux does **NOT** use this function.
3. Polling Notification – Allows the recipient to respond back to the sender. For example, “Press 1 if you can respond in 1 hour.”
4. Quota Notification – Once the proper number of members have responding in the affirmative, the system will advise any others who attempt to confirm that the quota has been filled. This eliminates the need to have an asset man the phones simply to tell the member that they are not required for this particular mission.

Step 5 – Send Notification – Emergency or Standard.

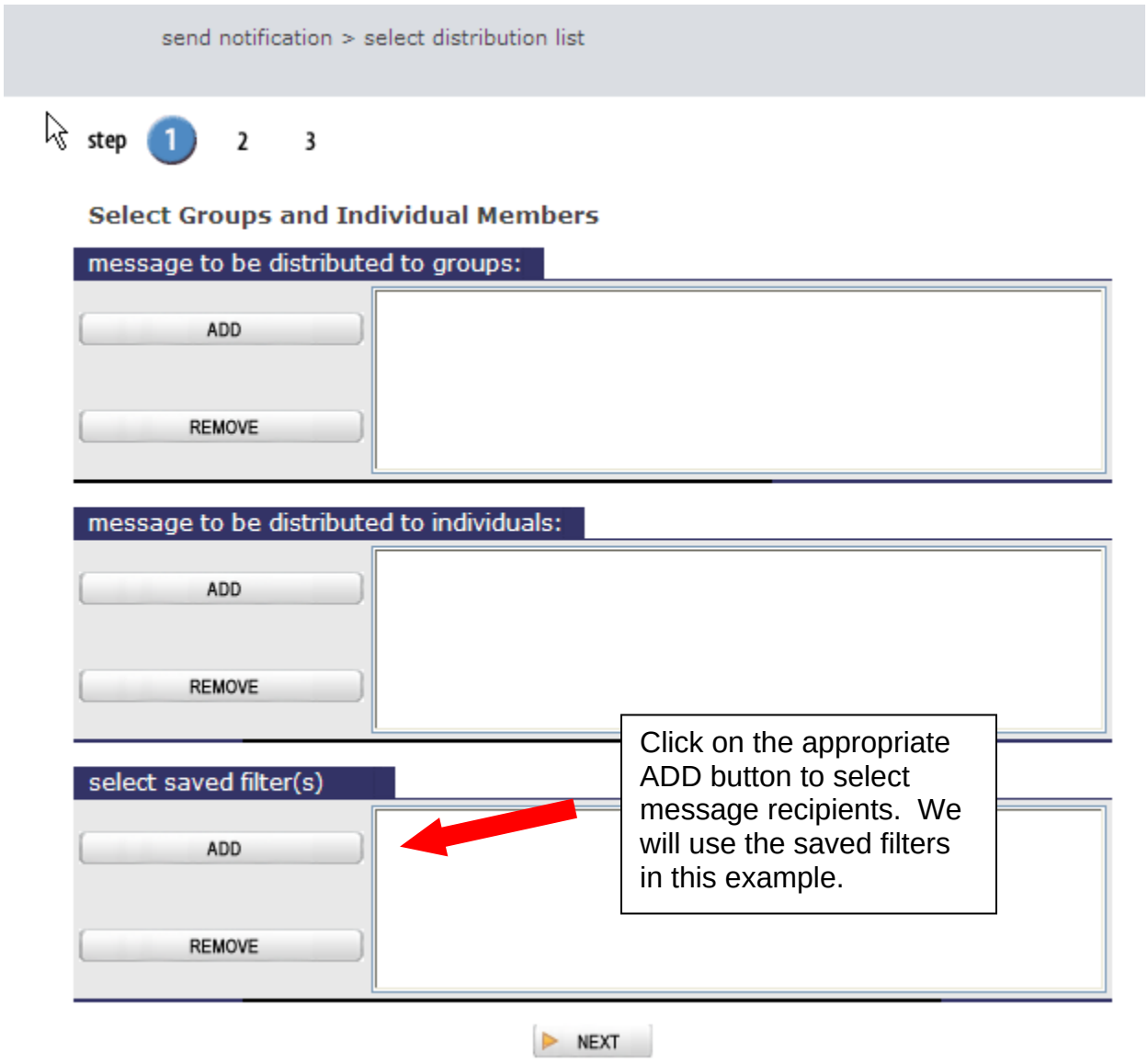
Select Standard Message for routine email communications and non-emergency callouts.

Select Emergency Message for drills, emergency callouts, emergency warnings, and post incident member life-safety accountability broadcasts.


You can send a notification in one of three ways:
Click on one of the following buttons to send a notification via the web:
send a notification
EMERGENCY MESSAGE
STANDARD MESSAGE
or
Call the Automated System:
(888)440-4911
If calling outside of the United States, please contact:
(303)825-2212
or
Call a live Everbridge Operator:
(877)220-4911
If calling outside of the United States, please contact:
(818)230-9798

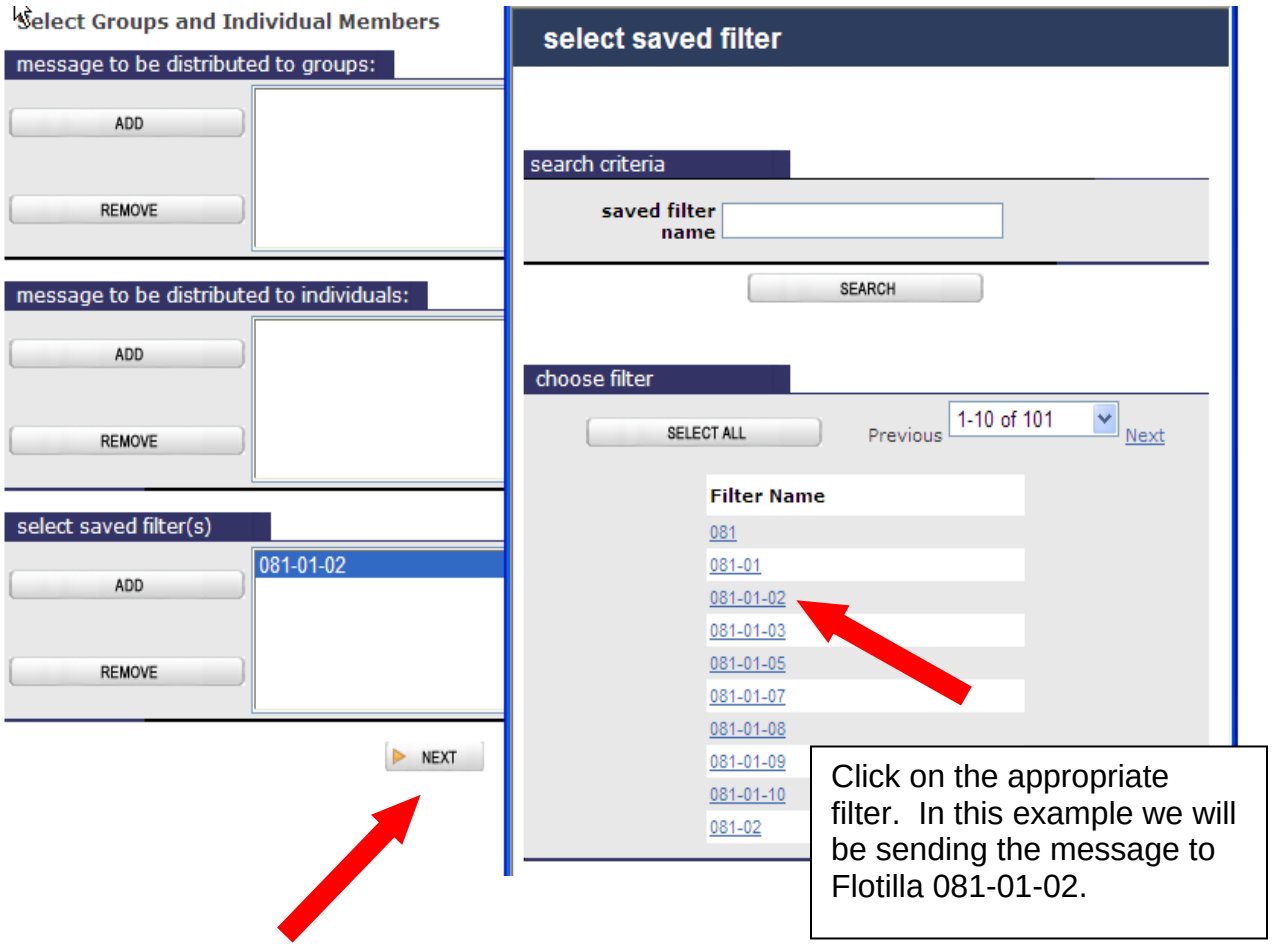
Note: Recommended that you keep the Everbridge Automated System and Live Operator numbers on your person at all times.

Step 6 – Select distribution list.


send notification > select distribution list
step 1 2 3
Select Groups and Individual Members
message to be distributed to groups:
ADD
REMOVE
message to be distributed to individuals:
ADD
REMOVE
select saved filter(s)
ADD
REMOVE
Click on the appropriate ADD button to select message recipients. We will use the saved filters in this example.
NEXT

You may send a message to groups, individual members, or using the District saved filters, or any combination of these. The District filters and the individual member database require no additional management by District Officers. If the District elects to build groups, it should be remembered that the groups must be maintained manually by District leadership and are not supported by either the National I or O Departments.

Step 6 (continued) – Select the appropriate District, Division, Flotilla, qualification, or office.

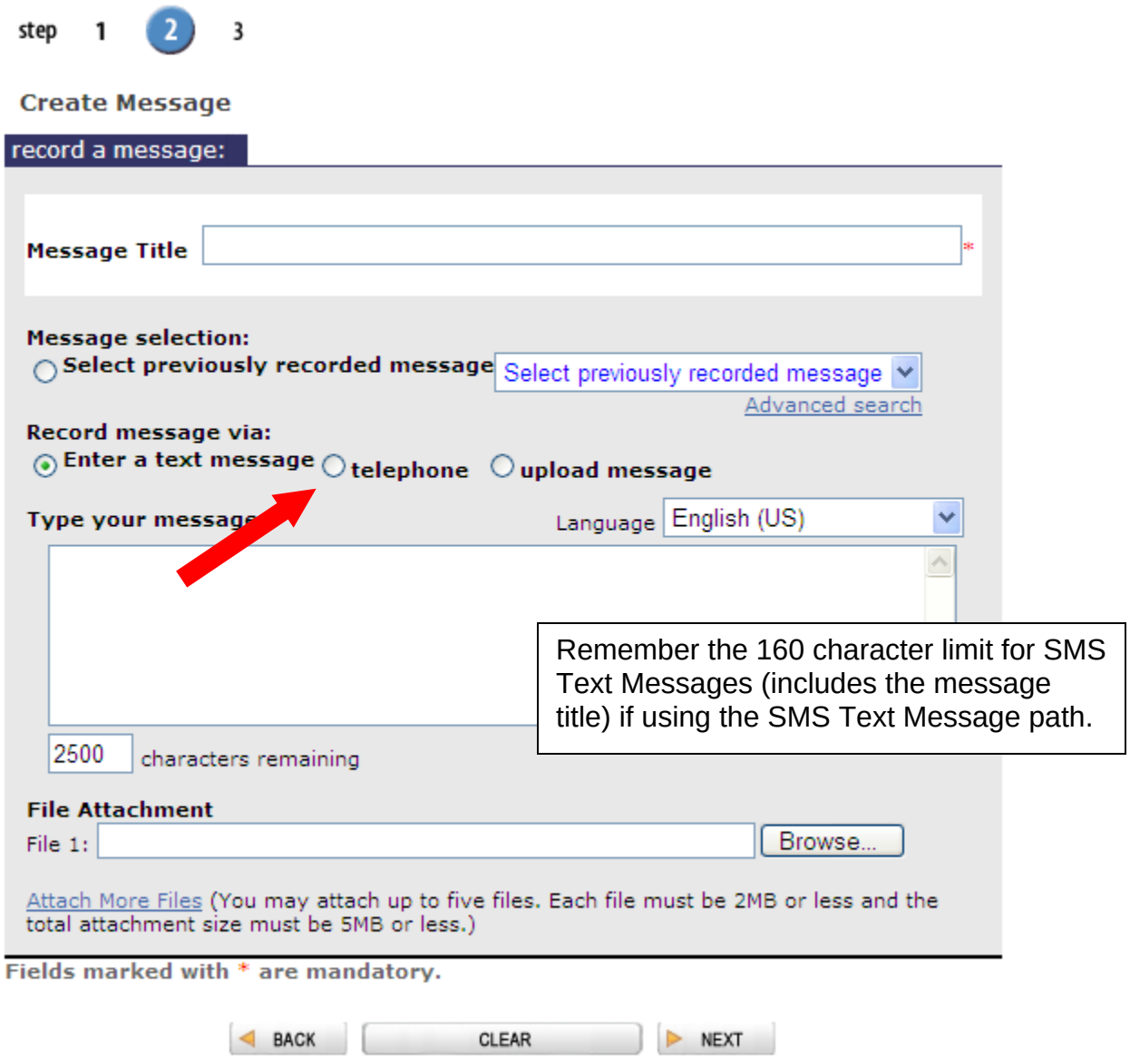


Click on the appropriate filter. In this example we will be sending the message to Flotilla 081-01-02.

Note that when you click on Flotilla 081-01-02 it will move into the select saved filters box and be highlighted in blue. Select as many groups, individuals, or filters as required, then click NEXT.

Step 7 – Create a Message.

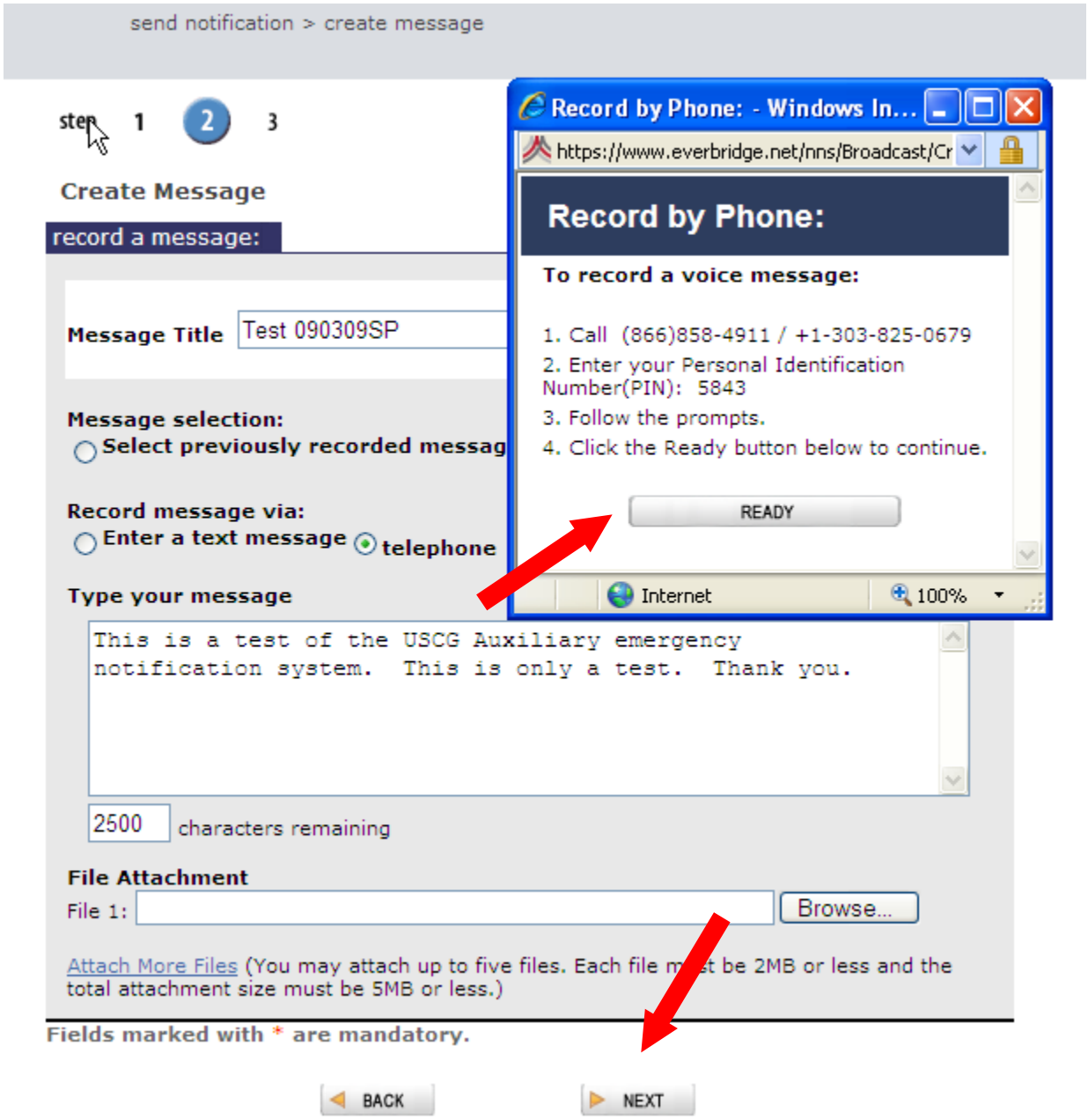
You can create an ad-hoc message or select a previously recorded message. You must give each message a unique title. If sending an email, you can attach files just as you would in Outlook.



Remember the 160 character limit for SMS Text Messages (includes the message title) if using the SMS Text Message path.

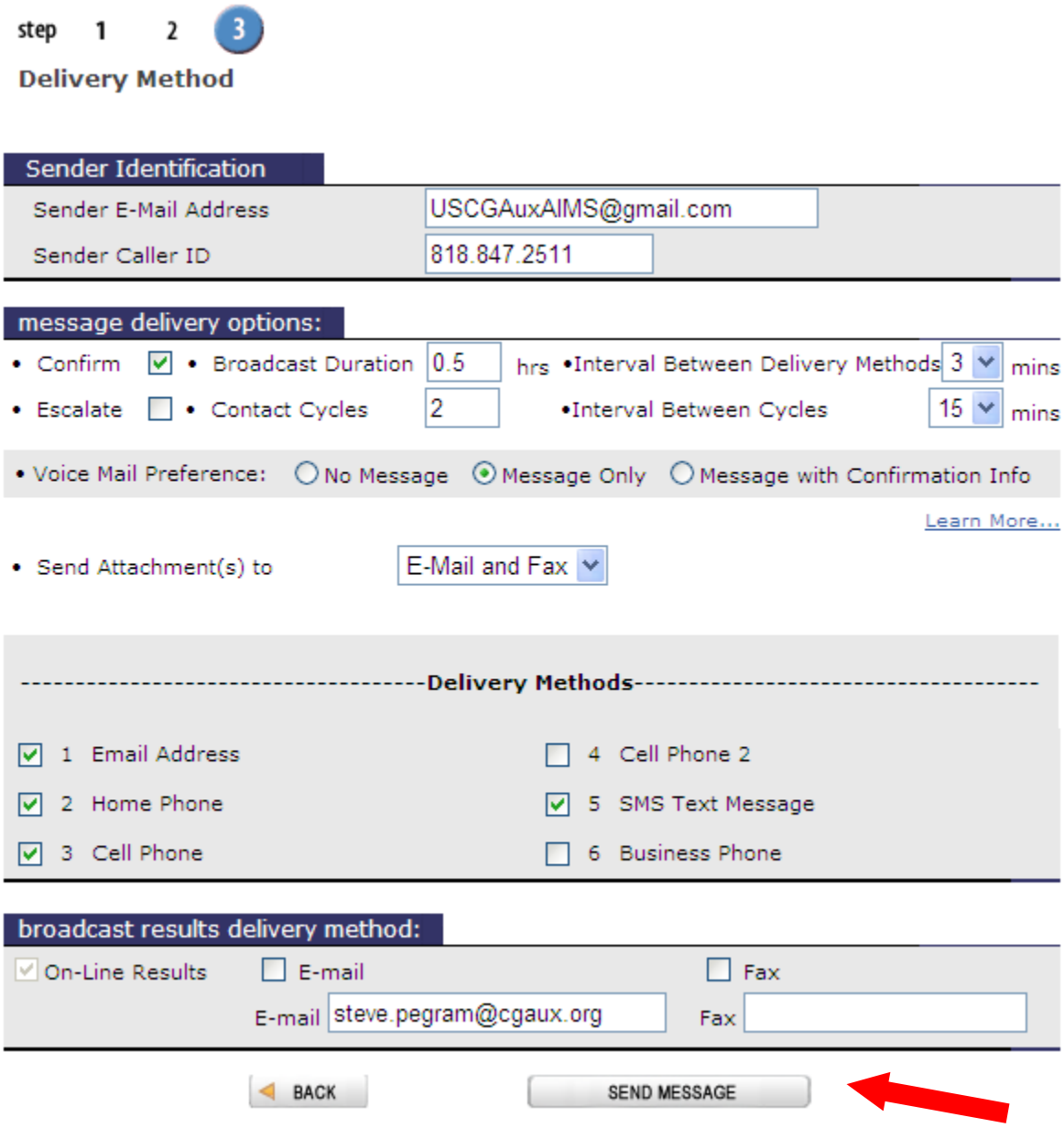
Everbridge has an excellent text to speech engine. However, it is recommended that you use the telephone record option instead by clicking on the telephone button.

Step – 7 (continued) – Record your voice message.


send notification > create message
step 1 2 3
Create Message
record a message:
Message Title
Test 090309SP
Message selection:
Select previously recorded messag
Record message via:
Enter a text message
telephone
Type your message
This is a test of the USCG Auxiliary emergency notification system. This is only a test. Thank you.
2500
characters remaining
File Attachment
File 1:
Browse...
Attach More Files (You may attach up to five files. Each file must be 2MB or less and the total attachment size must be 5MB or less.)
Fields marked with * are mandatory.
BACK
NEXT
Record by Phone: - Windows In...
https://www.everbridge.net/nns/Broadcast/Cr
Record by Phone:
To record a voice message:
1. Call (866)858-4911 / +1-303-825-0679
2. Enter your Personal Identification Number(PIN): 5843
3. Follow the prompts.
4. Click the Ready button below to continue.
READY
Internet
100%

Dial the 800 number in the popup box (you must disable your popup blocker). Enter the PIN. Follow the prompts. When satisfied with your recorded message, click READY, and then click NEXT.

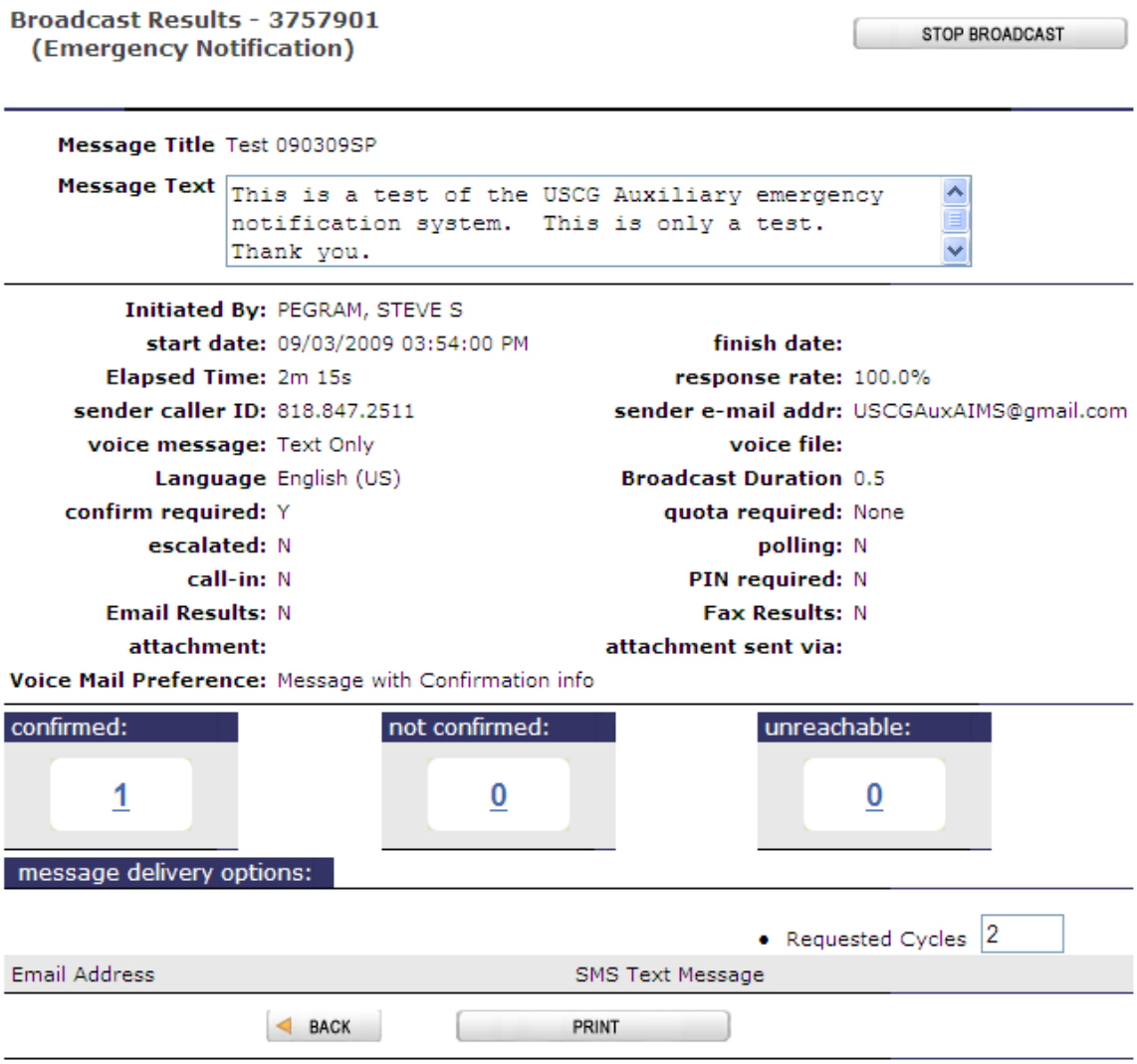
Step 8 – Select delivery methods and send message.



The sender may change sender identification, delivery options, and delivery methods on an as required basis for both ad-hoc and saved library messages. Click SEND MESSAGE to initiate the broadcast.

Step 9 – Broadcast Results

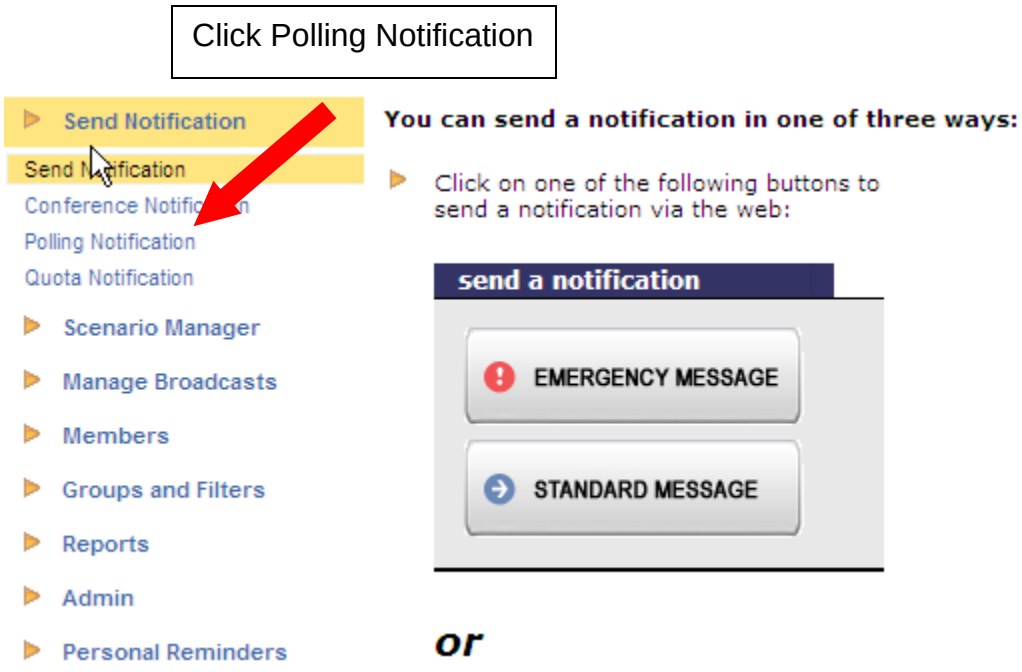
Broadcast results are displayed in real time. The screen refreshes every 60 seconds. You can also go to the Reports section of the system and retrieve standard reports or create ad-hoc reports.



You can sort reports a number of ways including confirmed, not confirmed, unreachable, by polling or quota response (I can report in 1 hour, I can report in 2 hours, I need help), etc,

How to Send a Polling Message

Step 1 - Log on as before.

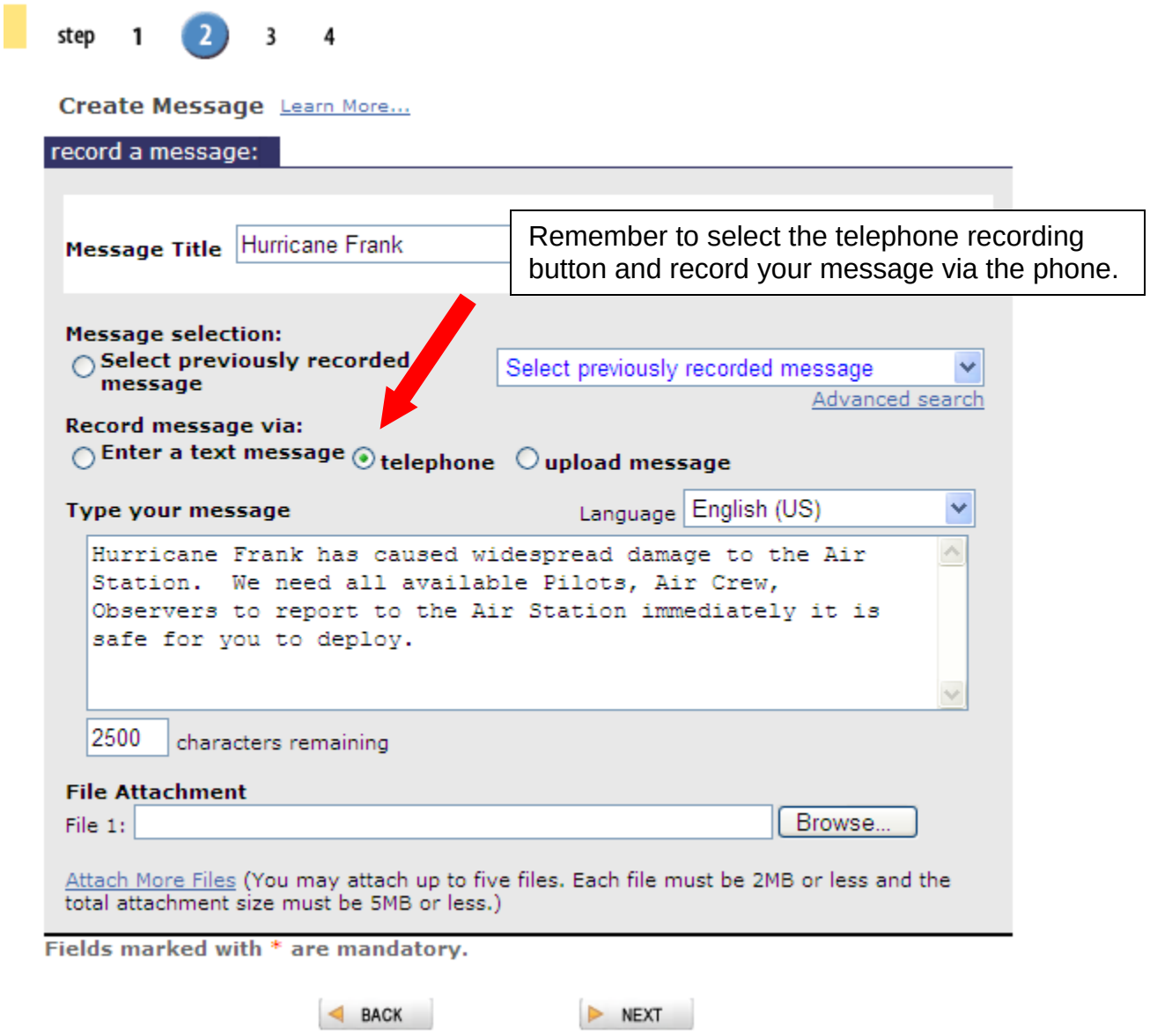


Step 2 – Select an Emergency or Standard Polling Notification

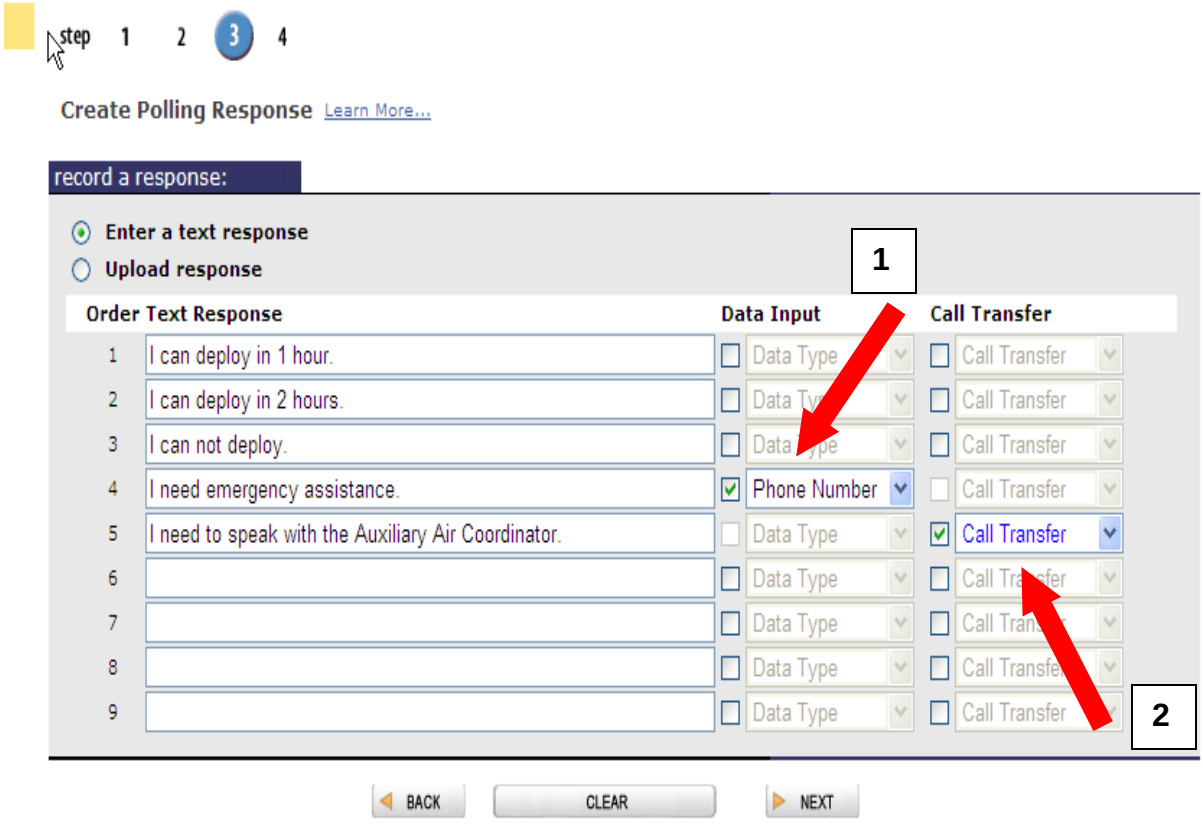
Send a polling notification:
Click on one of the following buttons to send a notification via the web:
send a polling notification
EMERGENCY POLLING MESSAGE
STANDARD POLLING MESSAGE
Click the appropriate button

Then select groups, individuals, or District filters as before.

Step 3 – Create a Polling Message.


step 1 2 3 4
Create Message Learn More...
record a message:
Message Title Hurricane Frank
Remember to select the telephone recording button and record your message via the phone.
Message selection:
Select previously recorded message
Select previously recorded message
Advanced search
Record message via:
Enter a text message
telephone
upload message
Type your message
Language English (US)
Hurricane Frank has caused widespread damage to the Air Station. We need all available Pilots, Air Crew, Observers to report to the Air Station immediately it is safe for you to deploy.
2500 characters remaining
File Attachment
File 1:
Browse...
Attach More Files (You may attach up to five files. Each file must be 2MB or less and the total attachment size must be 5MB or less.)
Fields marked with * are mandatory.
BACK
NEXT

Step 4 – Create the Polling Notification.



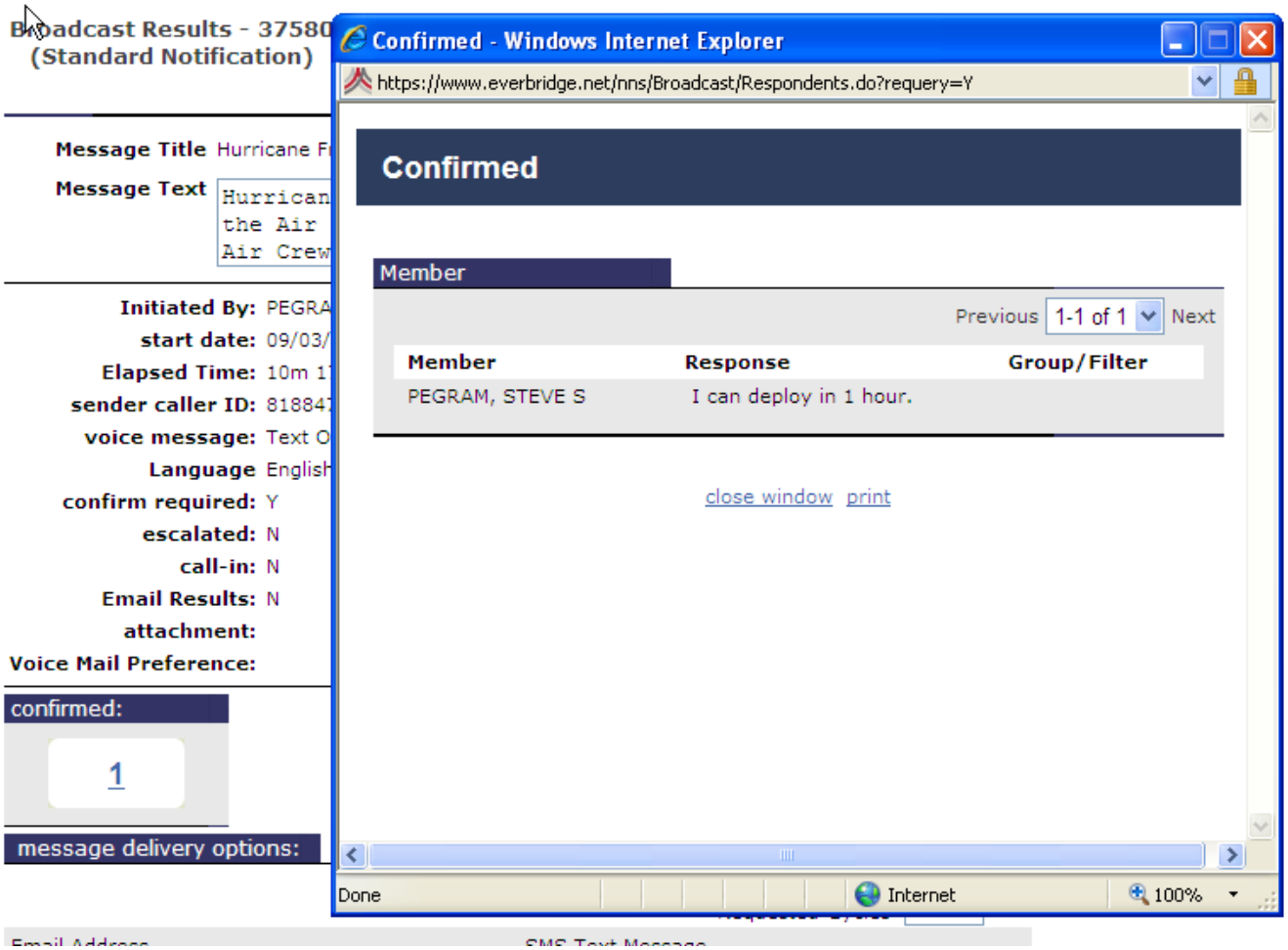
1. Selecting this option prompts the recipient of the message to enter his phone number so that someone can call the recipient back and coordinate the needed assistance.
2. Selecting this option automatically transfers the call to the AAC.

Click NEXT.

Select delivery options and delivery methods as before, the click

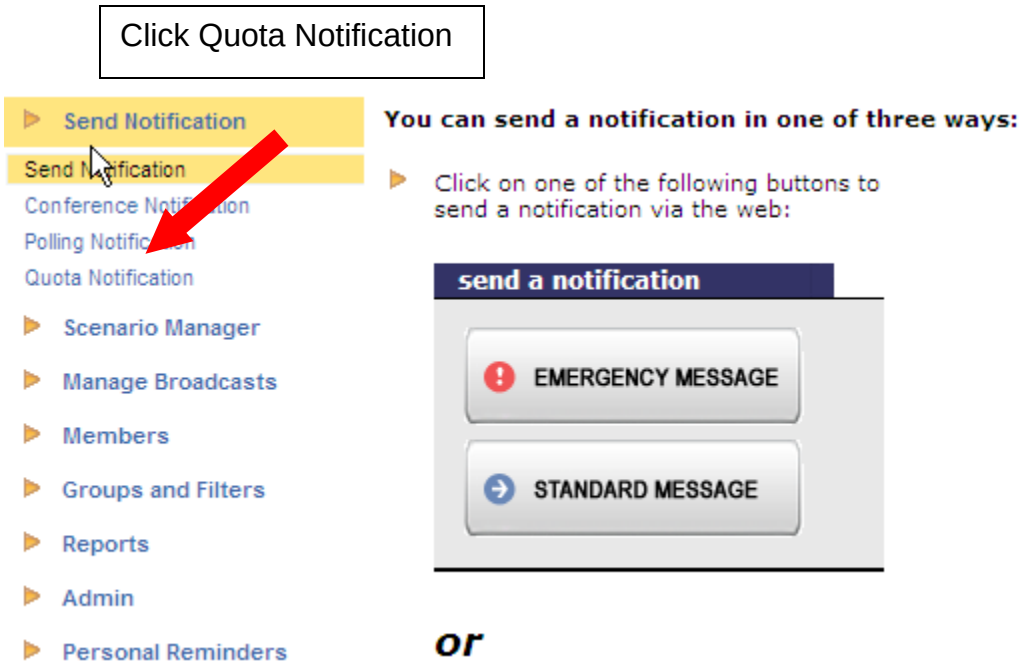
SEND MESSAGE.

Step 5 – Broadcast Report



How to Send a Quota Message

Step 1 - Log on as before.



Step 2 – Select an Emergency or Standard Quota Notification.

Send a quota notification:
Click on one of the following buttons to send a notification via the web:
send a quota notification
EMERGENCY QUOTA
STANDARD QUOTA
Click the appropriate button

Then select groups, individuals, or District filters as before.

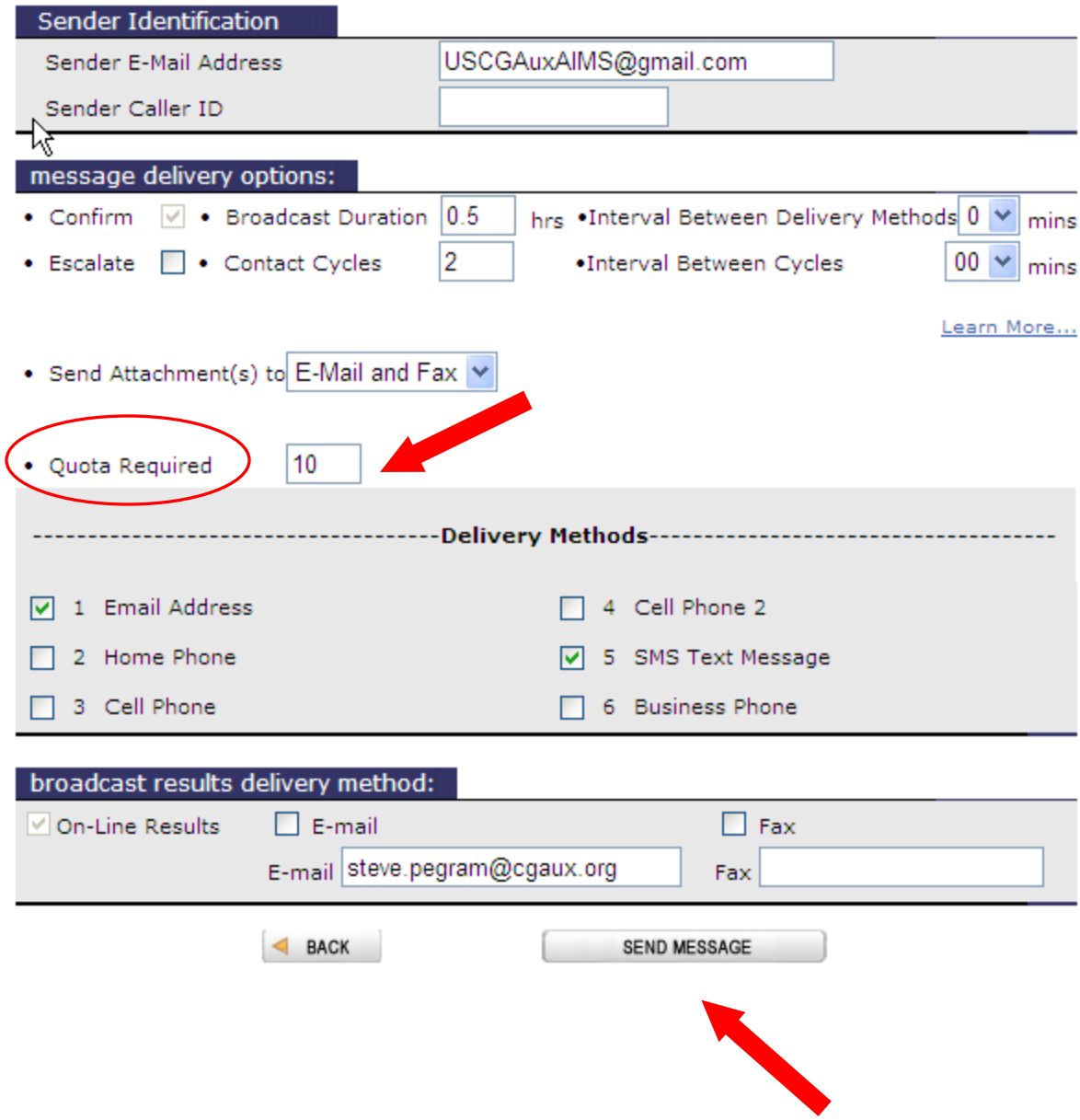
Step 3 – Create a Quota Message.

Step 4 – Send the Quota

Select delivery options and delivery methods as before.

Enter the quota that needs to be met in the *Quota Required* box.

Click SEND MESSAGE



Step 5 – Broadcast Report

Initiated By:	PEGRAM, STEVE S		
Start Date:	09/03/2009 05:29:20 PM	**End Date:**	09/03/2009 05:30:33 PM
Notification Type:	Emergency(Quota)	**Broadcast ID:**	3758171
Duration:	0.5	**Contact Cycles:**	2
Sender Caller ID:	8188472511	**Sender E-Mail Address:**	USCGAuxAIMS@gmail.com
Voice Message:	Text Only	**Voice File:**	
Confirm Requested:	Yes	**Quota Required:**	1
Escalated:	No	**Polling:**	No
Call-In:	No	**PIN Required:**	No
Email Results:	No	**Fax Results:**	No
Attachment:	None	**Attachment Sent via:**	
Voice Mail Preference:			

Total Members:	1	**Language:**	English (US)
Total Confirm:	1	**%Confirm:**	100%
Total Late Confirm:	0	**%Late Confirm:**	0%
Total Non Confirm:	0	**%Non Confirm:**	0%
Total Non-Contact (N/C):	0	**%Non-Contact (N/C):**	0%

First Name **Last Name**

☑ Confirm ☑ Confirm After ☑ Non-Confirmed ☑ Unreachable

response Select a Response

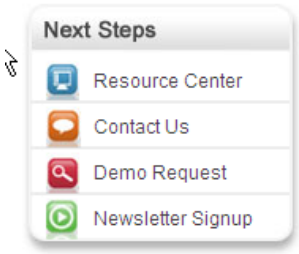
SEARCH

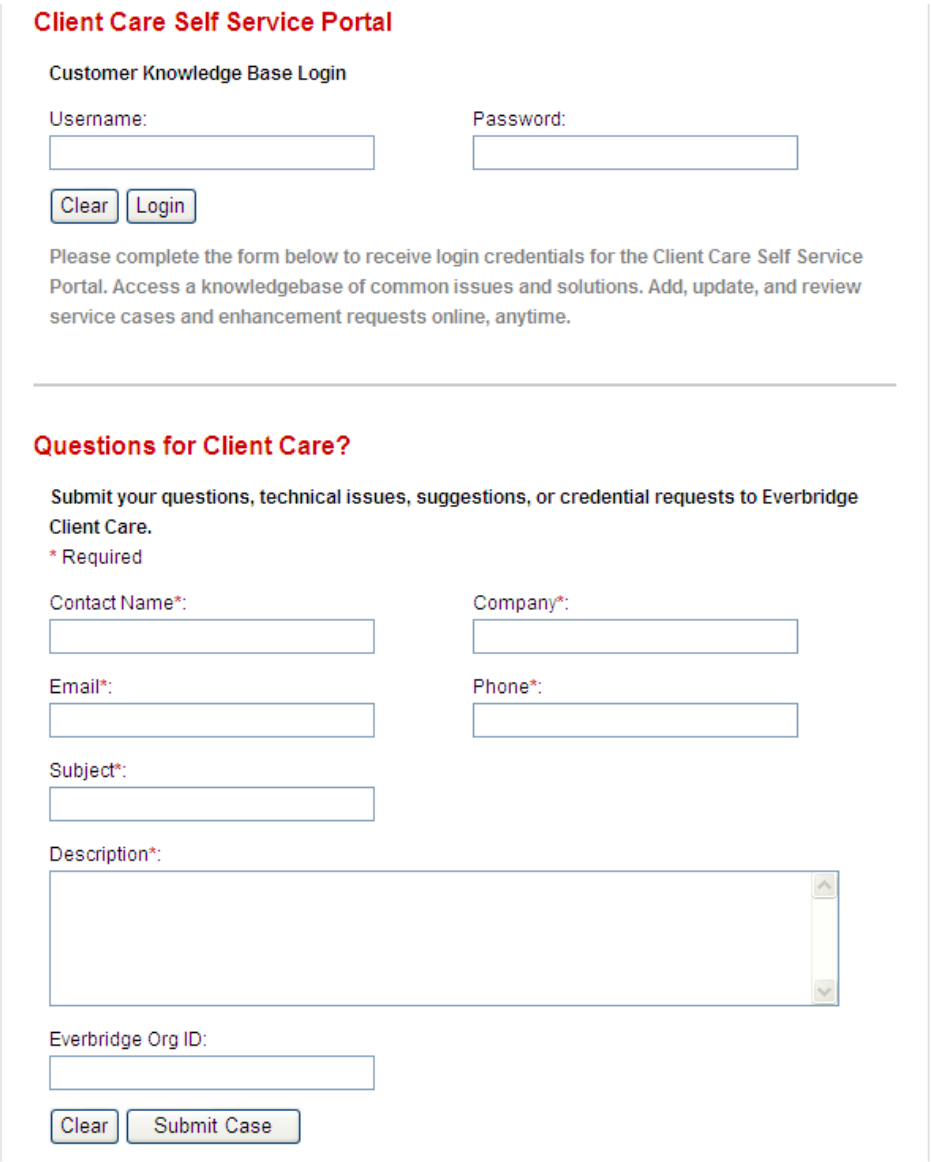
Previous 1-4 of 4 Next

Contact Name	Con-firmed	Attempt	Attempt Time	Path Type	Call Result	Response	Group/Filter
PEGRAM, STEVE S	Y	1	09/03/2009 05:29:22 PM	SMS Text Message	09/03/2009 05:30:33 PM	Accept	
PEGRAM, STEVE S	N	2	09/03/2009 05:29:31 PM	Email Address	E-Mail Not Confirmed		
PEGRAM, STEVE S	N	3	09/03/2009 05:29:35 PM	SMS Text Message	SMS Not Confirmed		
PEGRAM, STEVE S	N	4	09/03/2009 05:30:01 PM	Email Address	E-Mail Not Confirmed		

This caller has accepted this mission. Assume the 10 members requested have accepted. Subsequent members responding to the message will be informed to disregard as the quota has been filled.

Client Care Self Service Portal and Knowledge Base




Client Care Self Service Portal
Customer Knowledge Base Login
Username:
Password:
Clear
Login
Please complete the form below to receive login credentials for the Client Care Self Service Portal. Access a knowledgebase of common issues and solutions. Add, update, and review service cases and enhancement requests online, anytime.
Questions for Client Care?
Submit your questions, technical issues, suggestions, or credential requests to Everbridge Client Care.
* Required
Contact Name*:
Company*:
Email*:
Phone*:
Subject*:
Description*:
Everbridge Org ID:
Clear
Submit Case

Use the Self Service Portal to report technical problems and submit enhancement requests to Everbridge Client Care.

Please also email the BC-OIS with technical issues and enhancement requests.

Do **NOT** use the portal for credential requests. Everbridge will decline your request per our contract.

Refer credential requests to your DCDR, DCAPT, DCOS, or the BC-OIS as appropriate.

Access the Knowledge Base for tips and hints.

Subscribe to the newsletter.

The newsletter lists the monthly +free+ online training webinars which are a very valuable resource.